

The Role of Employer-Based Trip Reduction in the FY17 to FY20 Carpool Program

Outreach to encourage employers to implement trip reduction strategies has been a task of MTC's regional rideshare program for many years. Through this task, 511 Employer Services Representatives have encouraged employers implement strategies that increase transit ridership, bicycling, walking, shuttles, telecommuting, carpooling and vanpooling. Going forward, however, MTC has decided to focus the Regional Carpool Program on the promotion carpooling and vanpooling.

"Comprehensive" employer-based trip reduction outreach is valuable. For the last 10 years, five of the nine Bay Area Counties have conducted such outreach and have not relied on the regional program for this support. This has resulted in a loss of economies of scale at the regional level. MTC believes this outreach is indeed best conducted at the local level. Local outreach means that the type of trip reduction strategies promoted are tailored for the types of employers, land uses, and transportation resources in that area.

While MTC has seen examples of successful employer outreach from its past efforts, these instances are highly labor intensive and lose their effectiveness once rideshare staff move on to work with other employers. We have also found that the employers most committed to TDM do not rely on Rideshare Program services, as they have their own resources. More often than not, outreach staff expend a great deal of effort and resources to attract employer attention often without results.

MTC wants to focus the program on the formation and maintenance of carpools. Carpooling is a difficult mode for employers to promote and incentivize given that it is difficult to monitor, and that employers cannot provide incentives without tax implications. MTC has found that much of the program's past employer outreach efforts have centered on promoting transit, shuttles and telecommuting. MTC believes that promoting carpooling from the perspective of corridors, travel patterns and infrastructure may have a greater chance at forming and maintaining carpools than via employers.

While comprehensive trip reduction employer support is not a task in *Appendix A, Scope of Work*, proposers may see employers remaining part of a carpool-focused strategy. The rideshare program has a database of about 2,000 employers that have been active with the rideshare program in recent years, as well as access to the Commuter Benefits Database of about 10,000 employers. Proposers are encouraged to be creative in their approaches to the Scope of Work.